Index of Volume XXIII, 1959

ACADEMIC FREEDOM. Kelman, Herbert C., "Apprehension and Academic Freedom," 181-188

ADVERTISING. *See* Mass media

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH. Business meeting, 449; Contents, 407-410; Proceedings of the Fourteenth Annual Conference, Herbert E. Krugman, ed., 411-448

Anderson, Nels, and Erich Reigrotski, "National Stereotypes and Foreign Contact," 515-528

Armstrong, Lincoln, "A Socio-economic Opinion Poll in Beirut, Lebanon," 18-27

ATTITUDES. Davis, Morris, "Community Attitudes toward Fluoridation," 474-482; Gruen, Walter, "Attitudes of German Exchange Students during a Year in the United States," 43-54; Jones, Frank E., and Wallace E. Lambert, "Attitudes toward Immigrants in a Canadian Community," 537-546; Mehling, Reuben, "A Simple Test for Measuring Intensity of Attitudes," 576-578; Reigrotski, Erich, and Nels Anderson, "National Stereotypes and Foreign Contact," 515-528. *See also* Persuasion; Psychological processes

AUDIENCES. *See* Mass media

AWARDS. Frank Stanton, 309-310; Julian L. Woodward, 303-304

Axelrod, Morris, and Charles F. Cannell, "A Research Note on an Attempt to Predict Interviewer Effectiveness," 571-576

Banks, Seymour, "A Multistage Concept for Evaluating Advertising Media," abstract, 441-442

Barber, Bernard, "From Utopia to Reality: The Role of Public Opinion in the Understanding and Control of Science," abstract, 413-414

Bauer, Raymond A., comment on "The State of Communication Research," 14-17

BEIRUT. Armstrong, Lincoln, "A Socio-economic Opinion Poll in Beirut, Lebanon," 18-27

Bennett, John W., Herbert Passin, and Robert K. McKnight, *In Search of Identity*, reviewed, 299-300

Berelson, Bernard, "The State of Communication Research," 1-6

Biderman, Albert D., book review: *In Every War but One*, by Eugene Kinkead, 300

Bobren, Howard M., and Jum C. Nunnally, "Attitude Change with False Information," 260-266

Bogart, Leo, "Changing Markets and Media in Latin America," 159-167

Borsky, Paul N., and Elija White, "Factors Affecting the Decision to Volunteer for a Physical Examination," abstract, 445-446

Brodbeck, Arthur J., and Eugene Burdick, *American Voting Behavior*, reviewed, 554-562

Brookes, Ralph H., "Legislative Representation and Party Vote in New Zealand: Reflections on the March Analysis," 288-291

Burdick, Eugene, and Arthur J. Brodbeck, *American Voting Behavior*, reviewed, 554-562

CANADA. Jones, Frank E., and Wallace E. Lambert, "Attitudes toward Immigrants in a Canadian Community," 537-546; McCormack, Thelma H., "Canada's Royal Commission on Broadcasting," 92-100

Cannell, Charles F., and Morris Axelrod, "A Research Note on an Attempt to Predict Interviewer Effectiveness," 571-576

Cantril, Hadley, *The Politics of Despair*, reviewed, 457-458

Carter, Richard F., "Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction," 279-287

Carter, Richard F., and Wilbur Schramm, "Effectiveness of a Political Telethon," 121-127

Carter, Roy E., Jr., and Robert L. Jones, "Some Procedures for Estimating 'News Hole' in Content Analysis," 399-403

Cassirer, Henry R., "Audience Participation, New Style," 529-536

CENSUS, POPULATION AND HOUSING. *See* 423-425

CHINA. Houn, Franklin W., "The Stage as a Medium of Propaganda in Communist China," 223-235

Cohen, Bernard C., book review: *The United States and the United Nations: The Public View, 1945-1955*, by William A. Scott and Stephen B. Withey, 297-298

Coleman, James, book review: *Human Motivation*, by Fred T. Schreier, 456-457

COMMUNICATION. Davison, W. Phillips, "On the Effects of Communication," 343-360; Lionberger, Herbert F., "Community Pres-

tige and the Choice of Sources of Farm Information," 110-118

COMMUNICATION, POLITICAL. Sussmann, Leila, "Mass Political Letter Writing in America: The Growth of an Institution," 203-212

COMMUNICATION RESEARCH. Berelson, Bernard, "The State of Communication Research," 1-6; Comments: Bauer, Raymond A., 14-17, Riesman, David, 10-13, Schramm, Wilbur, 6-9

COMMUNISM. Gostkowski, Zygmunt, "Popular Interest in the Municipal Elections of Lodz, Poland," 371-381; Houn, Franklin W., "The Stage as a Medium of Propaganda in Communist China," 223-235; White, Ralph, "Soviet Reactions to Our Moscow Exhibit," 461-470

CONTENT ANALYSIS. Jones, Robert L., and Roy E. Carter, Jr., "Some Procedures for Estimating 'News Hole' in Content Analysis," 399-403

Cornwell, Elmer E., Jr., "Wilson, Creel, and the Presidency," 189-202

CORPORATE IMAGE. Lesly, Philip, " 'Corporate Image' and the Future Leaders of Business," 547-553. *See also* 426-427

CREEL, GEORGE. Cornwell, Elmer E., Jr., "Wilson, Creel, and the Presidency," 189-202

Davis, Morris, "Community Attitudes toward Fluoridation," 474-482

Davison, W. Phillips, *The Berlin Blockade: A Study in Cold War Politics*, reviewed, 596-597; "On the Effects of Communication," 343-360

De Fleur, Melvin L., and Robert M. Petranoff, "A Televised Test of Subliminal Persuasion," 168-180

DESEGREGATION. *See* 431-432

Deutschmann, Paul J., "The Semantic Differential and Public Opinion Research," abstract, 435-436

Dexter, Lewis Anthony, "The Images Held by Officials Concerning Public Opinion about Science," abstract, 411-413

DRAMA. Houn, Franklin W., "The Stage as a Medium of Propaganda in Communist China," 223-235

ELECTIONS. Gostkowski, Zygmunt, "Popular Interest in the Municipal Elections of Lodz, Poland," 371-381; Harris, Louis, "Why the Odds are against a Governor's Becoming President," 361-370. *See also* Political behavior

Elkin, Frederick, Thelma H. McCormack, and William A. Westley, "Anxiety and Persuasion," 127-133

Erikson, Erik H., *Young Man Luther: A Study in Psychoanalysis and History*, reviewed, 137-138

ETHICS, PROFESSIONAL. Zeisel, Hans, "Survey Interviewees as Witnesses," 471-473. *See also* 432-434

EUROPEAN COAL AND STEEL COMMUNITY. Kriesberg, Louis, "German Public Opinion and the European Coal and Steel Community," 28-42

Evan, William M., "Cohort Analysis of Survey Data: A Procedure for Studying Long-term Opinion Change," 63-72

FAMILY. Glaser, William A., "The Family and Voting Turnout," 563-570

Farber, Maurice L., book review: *Political Socialization*, by Herbert H. Hyman, 595-596

Fisk, George, "Media Influence Reconsidered," 83-91

FLUORIDATION. Davis, Morris, "Community Attitudes toward Fluoridation," 474-482; Plaut, Thomas F. A., "Analysis of Voting Behavior on a Fluoridation Referendum," 213-222

Ford, Clellan S., "The Relationship between Survey Research and Social Structure," abstract, 416-417

Frankel, Lester R., "Can Research Provide the Needed Media Data?" abstract, 442

Free, Lloyd A., *Six Allies and a Neutral*, reviewed, 593-595

Freeman, Howard E., and Ozzi G. Simmons, "The Use of the Survey in Mental Illness Research," abstract, 444-445

George, Alexander L., *Propaganda Analysis*, reviewed, 592-593

GERMANY. Gruen, Walter, "Attitudes of German Exchange Students during a Year in the United States," 43-54; Kriesberg, Louis, "German Public Opinion and the European Coal and Steel Community," 28-42

Glantz, Oscar, "Protestant and Catholic Voting Behavior in a Metropolitan Area," 73-82

Glaser, William A., "The Family and Voting Turnout," 563-570

Glickman, Harvey, "Viewing Public Opinion in Politics: A Common Sense Approach," 495-504

Glock, Charles Y., "Reference Group Theory and Survey Research," abstract, 422-423

Gostkowski, Zygmunt, "Popular Interest in

the Municipal Elections of Lodz, Poland," 371-381
Grothe, Peter, *To Win the Minds of Men*, reviewed, 138-140
Gruen, Walter, "Attitudes of German Exchange Students during a Year in the United States," 43-54
Guetzkow, Harold, book review: *The Berlin Blockade: A Study in Cold War Politics*, by W. Phillips Davison, 596-597
Gullahorn, John T. and Jeanne E., "Increasing Returns from Non-respondents," 119-121

Haber, Ralph Norman, "Public Attitudes Regarding Subliminal Advertising," 291-293
Harris, Louis, "Why the Odds Are against a Governor's Becoming President," 361-370
HEALTH. *See* 443-448
Himmelweit, Hilde T., A. N. Oppenheim, and Pamela Vince, *Television and the Child*, reviewed, 590-592
Hoffman, Martin L., book review: *The Changing American Parent: A Study in the Detroit Area*, by Daniel R. Miller and Guy E. Swanson, 455-456
Holt, Robert T., *Radio Free Europe*, reviewed, 138-141
Houn, Franklin W., "The Stage as a Medium of Propaganda in Communist China," 223-235
Hovland, Carl I., and Irving L. Janis, *Personality and Persuasibility*, reviewed, 588-590
Hund, James M., "Changing Role in the Interview Situation," 236-246
Hyman, Herbert H., *Political Socialization*, reviewed, 595-596

IMAGES. *See* Attitudes; Corporate image
Inkeles, Alex, "Occupation as a Reference Group: Toward a Social Psychology of Industrial Society," abstract, 421-422
INTERNATIONAL RELATIONS. Mendel, Douglas H., Jr., "Japanese Views of the American Alliance," 326-342; Reigrotski, Erich, and Nels Anderson, "National Stereotypes and Foreign Contacts," 515-528; White, Ralph K., "Soviet Reactions to Our Moscow Exhibit," 461-470
INTERPERSONAL RELATIONS. *See* Social research
INTERVIEWING. Axelrod, Morris, and Charles F. Cannell, "A Research Note on an Attempt to Predict Interviewer Effectiveness," 571-576; Hund, James M., "Changing Role in the Interview Situation," 236-246; Jones, Charles O., "Notes on Interviewing Members of the House of Representatives," 404-406; Zeisel, Hans, "Survey Interviewees as Witnesses," 471-473. *See also* 427-429

Jacobson, Eugene, book review: *Introduction to Mass Communications Research*, edited by Ralph O. Nafziger and David Manning White, 140-141
Janis, Irving L., and Carl I. Hovland, *Personality and Persuasibility*, reviewed, 588-590
JAPAN. Mendel, Douglas H., Jr., "Japanese Views of the American Alliance," 326-342
Jones, Charles O., "Notes on Interviewing Members of the House of Representatives," 404-406
Jones, Frank E., and Wallace E. Lambert, "Attitudes toward Immigrants in a Canadian Community," 537-546
Jones, Robert L., and Roy E. Carter, Jr., "Some Procedures for Estimating 'News Hole' in Content Analysis," 399-403

Kaufman, Helen J., "The Semantic Differential: A Critical Appraisal," abstract, 437-438
Kay, Herbert, "A New Approach to Projective Testing in Survey Research," 267-278
Kelman, Herbert C., "Apprehension and Academic Freedom," review article, 181-188
Kerlinger, Fred N., book review: *In Search of Identity*, by John W. Bennett, Herbert Passin, and Robert K. McKnight, 299-300
Kilpatrick, Dee M., and Duncan MacRae, Jr., "Collective Decision and Polarization in a 125-man Group," 505-514
Kimball, Penn, "People without Papers," 389-398
Kinkead, Eugene, *In Every War but One*, reviewed, 300
Kornhauser, William, book review: *The Politics of Despair*, by Hadley Cantril, 457-458
Kriesberg, Louis, "German Public Opinion and the European Coal and Steel Community," 28-42
Krugman, Herbert E., "Personality, Public Opinion, and Social Change," abstract, 420-421

LABOR. Pomper, Gerald, "The Public Relations of Organized Labor," 483-494
Lambert, Wallace E., and Frank E. Jones, "Attitudes toward Immigrants in a Canadian Community," 537-546
Lane, Robert E., *Political Life: Why People Get Involved in Politics*, reviewed, 505-514
Lasswell, Harold D., "Integrating Surveys

with Comprehensive Research and Policy," abstract, 415-416
Lazarsfeld, Paul F., and Wagner Thielens, Jr., *The Academic Mind*, reviewed, 181-188
LEGAL PROCEEDINGS. Zeisel, Hans, "Survey Interviewees as Witnesses," 471-473
Lesly, Philip, "'Corporate Image' and the Future Leaders of Business," 547-553
Lionberger, Herbert F., "Community Prestige and the Choice of Sources of Farm Information," 110-118
Lipset, Seymour M., "The Political Animal: Genus *Americanus*," review article, 554-562

McCormack, Thelma H., "Canada's Royal Commission on Broadcasting," 92-100
McCormack, Thelma H., Frederick Elkin, and William A. Westley, "Anxiety and Persuasion," 127-133
McKnight, Robert K., John W. Bennett, and Herbert Passin, *In Search of Identity*, reviewed, 299-300
McPhee, William N., "The Uses of a Computer Model of Voting," abstract, 440-441
MacRae, Duncan, Jr., *Dimensions of Congressional Voting: A Statistical Study of the House of Representatives in the Eighty-first Congress*, reviewed, 298-299
MacRae, Duncan Jr., and Dee M. Kilpatrick, "Collective Decision and Polarization in a 125-man Group," 505-514
Maloney, Milton, "The Physician's Choice of Medical Care," abstract, 443
MARKET RESEARCH. Fisk, George, "Media Influence Reconsidered," 83-91
MARKETING. Bogart, Leo, "Changing Markets and Media in Latin America," 159-167
Martin, L. John, *International Propaganda, Its Legal and Diplomatic Control*, reviewed, 138-140
MASS MEDIA. Bogart, Leo, "Changing Markets and Media in Latin America," 159-167; Cassirer, Henry R., "Audience Participation, New Style," 529-536; Davison, W. Phillips, "On the Effects of Communication," 343-360; De Fleur, Melvin L., and Robert M. Petranoff, "A Televised Test of Subliminal Persuasion," 168-180; Fisk, George, "Media Influence Reconsidered," 83-91; Haber, Ralph Norman, "Public Attitudes Regarding Subliminal Advertising," 291-293; Kimball, Penn, "People without Papers, 389-398; McCormack, Thelma H., "Canada's Royal Commission on Broadcasting," 92-100; Pearlin, Leonard I., "Social and Personal Stress and Escape Television Viewing," 255-259; Pool, Ithiel de Sola, and Irwin Shulman, "Newsmen's Fantasies, Audiences, and Newswriting," 145-158; Schramm, Wilbur, and Richard F. Carter, "Effectiveness of a Political Telethon," 121-127. *See also* 441-442
Mehling, Reuben, "A Simple Test for Measuring Intensity of Attitudes," 576-578
Mendel, Douglas H., Jr., "Japanese Views of the American Alliance," 326-342
Milbrath, Lester W., "Analyzing Lobbying through Communication and Decision-making Models," abstract, 438-439
Miller, Daniel R., and Guy E. Swanson, *The Changing American Parent: A Study in the Detroit Area*, reviewed, 455-456

Nafziger, Ralph O., and David Manning White, *Introduction to Mass Communications Research*, reviewed, 140-141
Neurath, Paul "Social Research in Social Action—An Indian Example," abstract, 418-419
NEW ZEALAND. Brookes, Ralph H., "Legislative Representation and Party Vote in New Zealand: Reflections on the March Analysis," 288-291
NEWS AND NOTES, 134-136, 294-296, 450-454, 585-587
NEWSPAPERS. *See* Mass media
Nunnally, Jum C., and Howard M. Bobren, "Attitude Change with False Information," 260-266

OPINION RESEARCH. Wallace, David, "A Tribute to the Second Sigma," 311-325. *See also* 420-423
Oppenheim, A. N., Hilde T. Himmelweit, and Pamela Vince, *Television and the Child*, reviewed, 590-592

Passin, Herbert, John W. Bennett, and Robert K. McKnight, *In Search of Identity*, reviewed, 299-300
Patterson, Samuel C., "Patterns of Interpersonal Relations in a State Legislative Group: The Wisconsin Assembly," 101-109
Pearlin, Leonard I., "Social and Personal Stress and Escape Television Viewing," 255-259
PERSUASION. Davison, W. Phillips, "On the Effects of Communication," 343-360; De Fleur, Melvin L., and Robert Petranoff, "A Televised Test of Subliminal Persuasion," 168-180; McCormack, Thelma H., Frederick Elkin, and William A. Westley, "Anxiety and Persuasion," 127-133; Rosenbaum, Milton E., and Isabel Madry Zimmerman,

"The Effect of External Commitment on Response to an Attempt to Change Opinions," 247-254

Petranoff, Robert M., and Melvin L. De Fleur, "A Televised Test of Subliminal Persuasion," 168-180

Plaut, Thomas F. A., "Analysis of Voting Behavior on a Fluoridation Referendum," 213-222

POLAND. Gostkowski, Zygmunt, "Popular Interest in the Municipal Elections of Lodz, Poland," 371-381

Polansky, Norman A., book review: *Personality and Persuasibility*, by Irving L. Janis, Carl I. Hovland, *et al.*, 588-590

POLITICAL BEHAVIOR. Brookes, Ralph H., "Legislative Representation and Party Vote in New Zealand: Reflections on the March Analysis," 288-291; Carter, Richard F., "Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction," 279-287; Glantz, Oscar, "Protestant and Catholic Voting Behavior in a Metropolitan Area," 73-82; Glaser, William A., "The Family and Voting Turnout," 563-570; Gostkowski, Zygmunt, "Popular Interest in the Municipal Elections of Lodz, Poland," 371-381; Harris, Louis, "Why the Odds are against a Governor's Becoming President," 361-370; Lipset, Seymour M., "The Political Animal: Genus *Americanus*," 554-562; Plaut, Thomas F. A., "Analysis of Voting Behavior on a Fluoridation Referendum," 213-222; Schramm, Wilbur, and Richard F. Carter, "Effectiveness of a Political Telethon," 121-127; Sussmann, Leila, "Mass Political Letter Writing in America: The Growth of an Institution," 203-212. *See also* 438-441

POLLS, REPORTS ON RESULTS. Armstrong, Lincoln, "A Socio-economic Opinion Poll in Beirut, Lebanon," 18-27; Glantz, Oscar, "Protestant and Catholic Voting Behavior in a Metropolitan Area," 73-82; Haber, Ralph Norman, "Public Attitudes Regarding Subliminal Advertising," 291-293; Kimball, Penn, "People without Papers," 389-398; Kriesberg, Louis, "German Public Opinion and the European Coal and Steel Community," 28-42; Mendel, Douglas H., Jr., "Japanese Views of the American Alliance," 326-342

Pomper, Gerald, "The Public Relations of Organized Labor," 483-494

Pool, Ithiel de Sola, book review: *Young Man Luther: A Study in Psychoanalysis and History*, by Erik H. Erikson, 137-138

Pool, Ithiel de Sola, and Irwin Shulman, "Newsmen's Fantasies, Audiences, and Newswriting," 145-158

PRESS. *See* Mass media

Price, Hugh Douglas, book review: *Dimensions of Congressional Voting: A Statistical Study of the House of Representatives in the Eighty-first Congress*, by Duncan MacRae, Jr., 298-299

PRODUCT IMAGES. *See* Attitudes

PROPAGANDA. Cornwell, Elmer E., Jr., "Wilson, Creel, and the Presidency," 189-202; Houn, Franklin W., "The Stage as a Medium of Propaganda in Communist China," 223-235

PSYCHOLOGICAL PROCESS, ANALYSIS. Carter, Richard F., "Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction," 279-287; Kay, Herbert, "A New Approach to Projective Testing in Survey Research," 267-278; Kelman, Herbert C., "Apprehension and Academic Freedom," 181-188; Nunnally, Jum C., and Howard M. Bobren, "Attitude Change with False Information," 260-278; Pearlin, Leonard I., "Social and Personal Stress and Escape Television Viewing," 255-259; Pool, Ithiel de Sola, and Irwin Shulman, "Newsmen's Fantasies, Audiences, and Newswriting," 145-158. *See also* Persuasion

PUBLIC OPINION. Glickman, Harvey, "Viewing Public Opinion in Politics: A Common Sense Approach," 495-504; Mendel, Douglas H., Jr., "Japanese Views of the American Alliance," 326-342; Withey, Stephen B., "Public Opinion about Science and Scientists," 382-388. *See also* 429-430

PUBLIC OPINION RESEARCH. Wallace, David, "A Tribute to the Second Sigma," 311-325

PUBLIC RELATIONS. Cornwell, Elmer E., Jr., "Wilson, Creel and the Presidency," 189-202; Lesly, Philip, " 'Corporate Image' and the Future Leaders of Business," 547-553; Pomper, Gerald, "The Public Relations of Organized Labor," 483-494

QUESTIONNAIRES. *See* Survey methods

RADIO. *See* Mass media

Reigrotski, Erich, and Nels Anderson, "National Stereotypes and Foreign Contacts," 515-528

Reisman, David, comment on "The State of Communication Research," 10-13

RELIGION. Glantz, Oscar, "Protestant and Catholic Voting Behavior in a Metropolitan Area," 73-82

RESEARCH CRITIQUES. Berelson, Bernard, "The State of Communication Research," 1-6; Comments, Bauer, Raymond A., 14-17, Reisman, David, 10-13, Schramm, Wilbur, 6-9; Correspondence, 582-584; Williams, Thomas Rhys, "A Critique of Some Assumptions of Social Survey Research," 55-62
Rosenau, James N., book review: *Six Allies and a Neutral*, by Lloyd A. Free, 593-595
Rosenbaum, Milton E., and Isabel Madry Zimmerman, "The Effect of External Commitment on Response to an Attempt to Change Opinions," 247-254
Rothwell, Naomi D., "Some Plans for Training and Supervising Enumerators in the 1960 Census," abstract, 424-425
RUSSIA. White, Ralph K., "Soviet Reactions to Our Moscow Exhibit," 461-470

Schramm, Wilbur, comment on "The State of Communication Research," 6-9
Schramm, Wilbur, and Richard F. Carter, "Effectiveness of a Political Telethon," 121-127
Schreier, Fred T., *Human Motivation*, reviewed, 456-457
SCIENCE. Davis, Morris, "Community Attitudes toward Fluoridation," 474-482; Withey, Stephen B., "Public Opinion about Science and Scientists," 382-388. *See also* 411-414
Scott, William A., and Stephen B. Withey, *The United States and the United Nations: The Public View, 1945-1955*, reviewed, 297-298
SEMANTIC DIFFERENTIAL. *See* 435-438
Shulman, Irwin, and Ithiel de Sola Pool, "Newsmen's Fantasies, Audiences, and Newswriting," 145-158
Siegel, Alberta E., book review: *Television and the Child*, by Hilde T. Himmelweit, A. N. Oppenheim, and Pamela Vince, 590-592
Simmons, Ozzi G., and Howard E. Freeman, "The Use of the Survey in Mental Illness Research," abstract, 444-445
Smith, Bruce Lannes, "Current Potentials for Opinion and Attitude Research in Indonesia," abstract, 417-418
SOCIAL RESEARCH. Jones, Frank E., "Attitudes toward Immigrants in a Canadian Community," 537-546; Lionberger, Herbert F., "Community Prestige and the Choice of Sources of Farm Information," 110-118; MacRae, Duncan, Jr., and Dee M. Kilpatrick, "Collective Decision and Polarization in a 125-man Group," 505-514; Patterson, Samuel C., "Patterns of Interpersonal Relations in a State Legislative Group: The Wisconsin Assembly," 101-109
SOCIOMETRIC ANALYSIS. *See* Social research
Stokes, Donald E., "Influence Relations in the Political System," abstract, 439
SURVEY METHODS. Gullahorn, John T. and Jeanne E., "Increasing Returns from Non-respondents," 119-121; Kay, Herbert, "A New Approach to Projective Testing in Survey Research," 267-278; Tallent, Norman, "A Note on an Unusually High Rate of Returns for a Mail Questionnaire," 579-581. *See also* Interviewing
SURVEY RESEARCH. Evan, William M., "Cohort Analysis of Survey Data: A Procedure for Studying Long-term Opinion Change," 63-72; Williams, Thomas Rhys, "A Critique of the Assumptions of Social Survey Research," 55-62
Sussmann, Leila, "Mass Political Letter Writing in America: The Growth of an Institution," 203-212
Swanson, Guy E., and Daniel R. Miller, *The Changing American Parent: A Study in the Detroit Area*, reviewed, 455-456

Taeuber, Conrad, "Planning to Meet the Demand for Census Information," abstract, 423-424
Tallent, Norman, "A Note on an Unusually High Rate of Returns for a Mail Questionnaire," 579-581
Tannenbaum, Percy, "Selected Applications of the Semantic Differential," abstract, 436
TELEVISION. *See* Mass media
Thielens, Wagner, Jr., and Paul F. Lazarsfeld, *The Academic Mind*, reviewed, 181-188

UNDERDEVELOPED AREAS. *See* 415-419

Vince, Pamela, Hilde T. Himmelweit, and A. N. Oppenheim, *Television and the Child*, reviewed, 590-592
VOTING. MacRae, Duncan, Jr., and Dee M. Kilpatrick, "Collective Decision and Polarization in a 125-man Group," 505-514. *See also* Elections; Political behavior

Wallace, David, "A Tribute to the Second Sigma," 311-325
Weiss, Walter, book review: *Propaganda Analysis*, by Alexander L. George, 592-593
Westley, William A., Thelma H. McCormack, and Frederick Elkin, "Anxiety and Persuasion," 127-133

White, David Manning, and Ralph O. Nafziger, *Introduction to Mass Communications Research*, reviewed, 140-141

White, Elija, and Paul N. Borsky, "Factors Affecting the Decision to Volunteer for a Physical Examination," abstract, 445-446

White, Ralph K., book review: *Radio Free Europe*, by Robert T. Holt, *To Win the Minds of Men*, by Peter Grothe, *International Propaganda, Its Legal and Diplomatic Control*, by L. John Martin, 138-140; "Soviet Reactions to Our Moscow Exhibit," 461-470

Williams, Thomas Rhys, "A Critique of Some Assumptions of Social Survey Research," 55-62

Wilson. Cornwell, Elmer E., Jr., "Wilson, Creel, and the Presidency," 189-202

Withey, Stephen B., "Public Opinion about Science and Scientists," 382-388

Withey, Stephen B., "Public Opinion about Science and Scientists," abstract, 413

Withey, Stephen B., and William A. Scott, *The United States and the United Nations: The Public View, 1945-1955*, reviewed, 297-298

Woolsey, Theodore D., "The Health Interview, the Respondent, and the Interviewer in the U.S. National Health Survey," abstract, 446-447

Zeisel, Hans, "Survey Interviewees as Witnesses," 471-473

Zimmerman, Isabel Madry, and Milton E. Rosenbaum, "The Effect of External Commitment on Response to an Attempt to Change Opinions," 247-254